

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

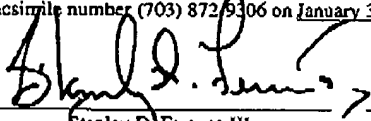
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JAN 31 2005

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

January 31, 2005

PETITION AND FEE FOR EXTENSION OF TIME
PURSUANT TO 37 C.F.R. § 1.136(a)

I hereby certify that this correspondence and any documents referred to as enclosed
therewith are being transmitted by facsimile to the Commissioner for Patents on
facsimile number (703) 872 9306 on January 31, 2005.



Stanley D. Ference III
Reg. No. 33,879
January 31, 2005
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of two (3)
months through and including January 31, 2005 to respond to the Office Action mailed
on July 29, 2004. If an additional extension of time is required to insure that this paper is
timely filed, please consider this a petition therefor.

The Response for which this extension is requested is filed herewith.

02/01/2005 EKOLI1 00000020 09004735

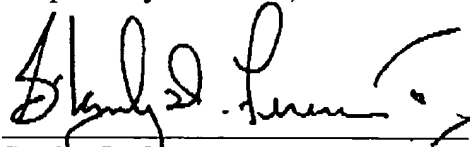
Applicant is a small entity and the extension fee required under 37 C.F.R. §

1.17(a)-(d) is calculated below:

| | large entity | small entity |
|--------------------|--------------|--------------|
| () one month | \$120 | \$60 |
| () two months | \$450 | \$225 |
| (X) three months | \$1,020 | \$510 |
| () four months | \$1,590 | \$795 |
| () five months | \$2,160 | \$1,080 |

Attached hereto is a completed Credit Card Payment Form. Please charge the credit card identified thereon in the amount of \$510.00 to cover the extension of time fee for three (3) months. The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,



Stanley D. Ference III
Registration No. 33,879

Mailing Address:

Customer No. 35195
ERENCE & ASSOCIATES
400 Broad Street
Pittsburgh, Pennsylvania 15143
(412) 741-8400
(412) 741-9292 - Facsimile